



MICHELLE

McGOVERN STEWART

MARKETING & BRAND VOICE LEADER

PROOF SHEET
BRAND & CONTENT WORK

Brand and Storytelling Work

Voice, campaigns, and press across six organizations. Assess. Aim. Speak. Prove.

AT A GLANCE

5:1

Earnings ratio

Return on a \$300K credit union promotional budget

+72%

Social engagement

After a new credit union digital strategy

\$529K

Media attention

From one community bank outreach, over eight months

\$846K

Warm leads

Within six months of a website redesign

BRAND VOICE

Where the voice showed up

- Firefighters Community Credit Union**
Subverted the name with a "not just for" line
- Croghan Colonial Bank**
Ad budget redirected into a small-business outreach
- National Merchants Association**
Buyer's journey, six personas, lead-funnel content
- NBS Government Finance Group**
Brand voice across every channel, plus a new website
- Ruhnau Clarke Architects**
Voice in every proposal, plus a language library

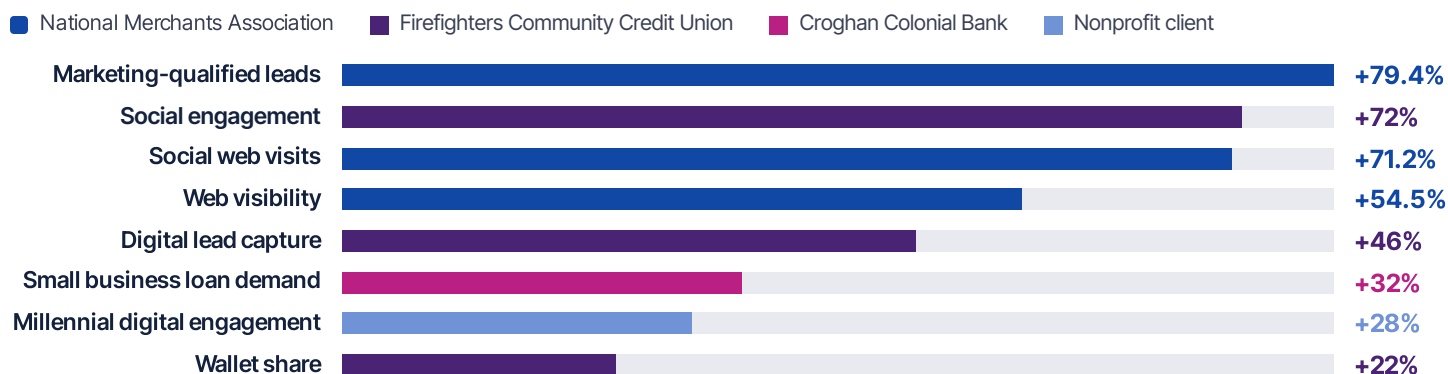
SPEAKING & PRESS

On stage and in print

- Closing speaker, TEDxTemecula**
"How to Predict the Future Without a Crystal Ball"
- Inland Empire magazine**
"Following the Crowd," on how demographics unlock business success
- Speaker, InSoCal CONNECT**
How demographic trends affect business
- CUContent webinar and Credit Union Business magazine**
Featured the credit union rebrand

MEASURED RESULTS

What the work moved



Still in use

The credit union's homepage still says it's not just for firefighters, the line that broke the assumption a credit union serves only one kind of consumer.

2 mergers

Two credit unions merged in within two months, after merger partners no longer read the name as a limit on who it could serve.

How these are counted. Each figure is the result reported for that engagement against the organization's own baseline, and the bars show percent lifts. Different organizations measured different things, so the bars are not directly comparable. Media figures are as recorded at the time.